



cc: AE

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May 18, 1993

TO: J. H. Casay G.B. Brown cc: M. A. Young
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J. C. Crouch

SUBJECT: Wawa Summer Promotion

Gentlemen:

As a follow-up to my DT of 5/14/93 regarding Wawa authorization for the Winston Summer Program, attached are the following:

- o Authorized Plan-O-Gram where POS should be placed.
- o Winston \$0.40 Off Promotion outline for implementation of program, along with reorder code numbers for Winston Product.
- o List of Delivery Dates for Wawa Store Numbers.

As mentioned in my DT of 5/14/93, RJR personnel should contact Wawa stores the day, or day after, delivery of product is made. Please follow attached outline.

Thank you for your assistance in implementing this program.

Warm regards,

J. A. Morris
Senior Chain Accounts Manager

JAM:des
Attachments

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"We work for smokers."

STORE #	Location	DEBIT	
308		THURS	
316			
317			
337			
342			
350			
363			
371			
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433			

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Store Associate:

1. Use PLU numbers only for MARKED Winston product
 2. Stop using PLU when MARKED Winston stock runs out (will vary by Item number)
 3. Ring up UNmarked Winston product on normal FULL PRICE register keys
 4. Restock UNmarked Winston product in packfeeder and counter display when marked product runs out
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- Questions? Contact Kathy Pinto at ext 8858 or Maureen McFadden at ext 8799 or dec PintoK or McFaddenM in Marketing.

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WINSTON 40 CENTS OFF PROMOTION

- R. J. Reynolds has developed a national sales promotion for the Winston brand family, *packs are 40 cents off and Cartons are \$4.00 off specially marked Winston products.*
- Packs are marked with a 40 cents Off Starburst on the top left corner. Cartons are marked with a strip on the side of the cartons. *Please note: the starburst and strip are not coupons*
- **Start date:** This promotion will begin when your store receives this specially marked product. Product will be delivered with your standard tobacco delivery (between May 20 through May 26).
- **Length of Promotion:** This promotion is projected to run until June 13, but will be terminated once the supply of the specially marked products is depleted from the T & C Warehouse.
- **Distribution:** Stores will receive a distribution with tobacco deliveries between May 20 and May 26. After that point, you should reorder weekly. Expect at least a 30 percent increase, in addition to seasonal increases, in Winston sales during this promotion.
- **Reorders:** Stores may reorder by using the standard Winston codes (listed below):

Code	Description
1149	Winston King
1239	Winston 100
1036	Winston Box
1148	Winston Light King
1038	Winston Light Box
1243	Winston Light Box 100s
1238	Winston Light 100s
1018	Winston Select King
1019	Winston Select Box
1115	Winston Ultra Light Box
1240	Winston Ultra Light Box 100s

- **Invoicing:** Winston products' costs and retails will be reduced off invoice, so a retail adjustment is not necessary. The reduction applies to marked product only.

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- **PLU Numbers:** Since the cost and retail are reduced for Winston products during this promotion, store associates will need to use PLU numbers to ring up the specially marked Winston products. Further details are listed below as well as in the SASI File Instructions Included in this package.

Winston PLU Numbers: Effective 5/17/93

Any Winston King Pack	# 4024
Any Winston 100s Pack	# 4025
Any Winston King Carton	# 4026
Any Winston 100s Carton	# 4027

Associates should not use the Winston PLU numbers until your store receives the specially marked product.

- **Point of Sale:** RJR will post the following point of sale in your store after your store receives the specially marked product:

- 1 Window Sign
- 1 Packfeeder Sign
- 1 Pack display sign (on RJR's register display)
- 1 Floor display sign (on RJR's floor display)

RJR is not authorized to post any point of sale until your store receives the reduced product (Marketing has provided RJR with a delivery schedule to expedite point of sale placement).

- **Display:** Winston's specially marked product should be displayed on both the counter display and the top two shelves of the floor display. This is necessary in order to increase sales and consumer awareness.

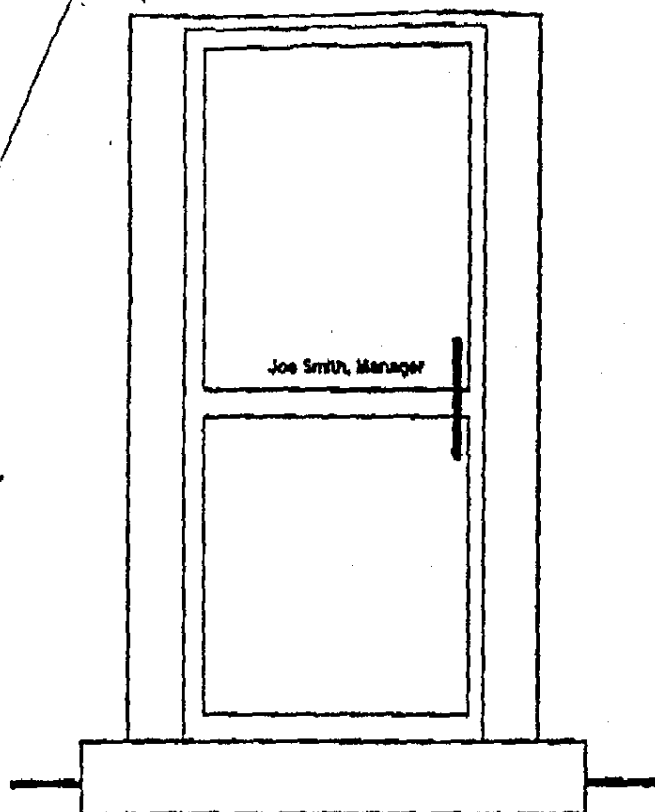
STORE IMPACT:

When you receive your specially marked product, each store should:

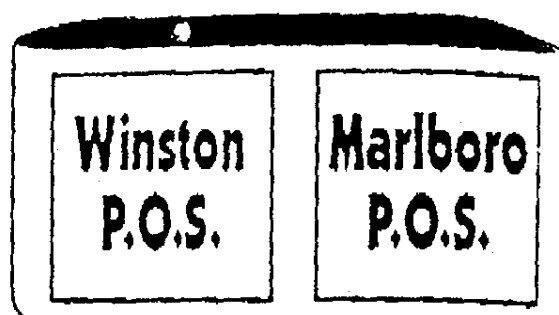
Store Management:

1. Follow instructions to set PLU files to update the SASI cigarette tracking program
2. Put existing (unmarked) Winston inventory from the packfeeder and counter displays in storage until the termination of the promotion (while supplies last in T & C)
3. Post Winston register cards (2) and Winston packfeeder strips (5)
4. Review the PLU procedure with all store associates

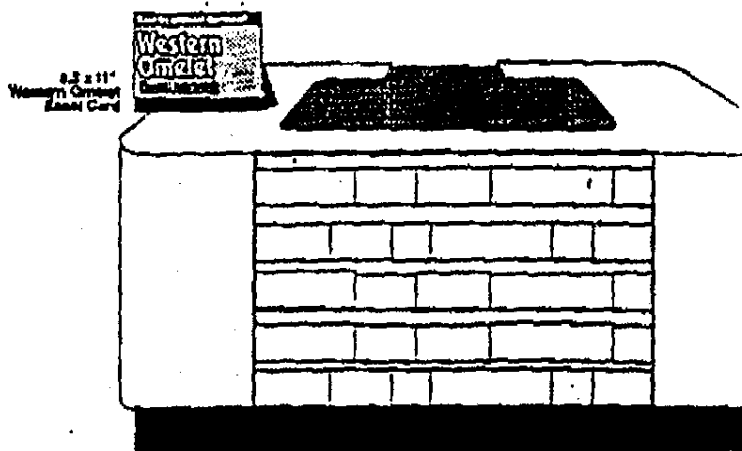
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Store Doors



Cigarette pack feeder panel facing front en.



Check-Out Core

Panel facing front entry.

Remove:

Dunkin' Donuts Door Sign
 Handicapped Assistance Door Sign
 Mothers' Day Bloomin' Plant Sale Poster (3'x3') (Remove 3/10)
 Hot Meatball Window Poster
 Hot Meatball Menu Board
 Value Time Easel Card
 Healthy Choice Easel Card
 Healthy Choice Deli Case Banner
 Bronson Cigarette Pack Feeder Poster
 N.J. Test Stores-Remove all 1992 Single Price Sandwich/Hoagie POS

Replace:

Update all old signage with new, using Missa Bay Weekly Signage Order Guide.

Other Required Signage & Hardware:

See Missa Bay Weekly Signage Order Guide.

Note:

Signs ordered thru Missa Bay and signage shown are authorized.
 All other signs are not authorized and should be removed immediately.
 See Missa Bay Signage Order Guide for Signage Code Numbers.

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